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INTER-OFFICE CORRESPONDENCE

RICHMOND, VIRGINIA

To: Mr. T. T. Goodale

Date: June 11, 1980

From: J. E. Wickham

Subject: TITL Data on Market Survey #24

The data from the Tobacco Institute Testing Laboratory (TITL) for Market Survey #24 are given. For comparison purposes, data from the Philip Morris CI reports are shown. The data from the October, 1979 CI Report compare in time with the TITL data.

Saratoga 120, plain and menthol, appear to be the only brands over the projected target of 15.4 mg. A review of R & D data on Saratoga 120 Menthol showed the tar values for September, October and November, 1979 to be exceptionally high which is during the period of time the samples were obtained by TITL and the FTC for Market Survey #24.

JEW:gmm

cc: Dr. R. B. Seligman
Mr. L. F. Meyer
Mr. S. Nelson

Attachment

PM3000762452

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